

City of Minneapolis
Community Planning & Economic Development (CPED)
Employment & Training Program
Committed to Growing a Competitive Workforce
Monthly Update – July 2013

STEP-UP Shines

On June 17, the STEP-UP Program kicked off its 10th summer of activity with over 1,800 youth headed to employment. 220 employers, from small companies to top Twin Cities' corporations, are providing Minneapolis youth internships that help them explore careers and provide skill building opportunities, professional connections and preparation for meaningful future work. This highly collaborative public/private initiative in youth employment is assuring that our state will have the future workforce to be competitive in the 21st Century economy.

Since 2004, STEP-UP has employed more than nearly 18,000 youth.

STEP-UP 2013 Fast Facts

- Approximately 4,000 youth submitted applications.
- 3,600 youth were invited to work readiness training.
- 2,100 youth completed work readiness training.
- More than 600 youth are earning elective credits by attending weekly class focused on STEM (Science, Engineering, Technology & Math), financial literacy, basic academics, and life skills.
- More than 500 STEP-UP interns participated in specialized trainings, programs and events including:
 - Entrepreneurship training with the Google team
 - Financial services training
 - Specialized healthcare training for internships in the medical field
 - Golden Gopher Day offered by the U of M
 - Camp Sunrise, a working camp on the St. Croix
 - Classes designed to help STEP-UP interns who are English language learners
- 93% of program participants are youth of color
- 20% were born outside of the United States
- 15% are youth with disabilities.

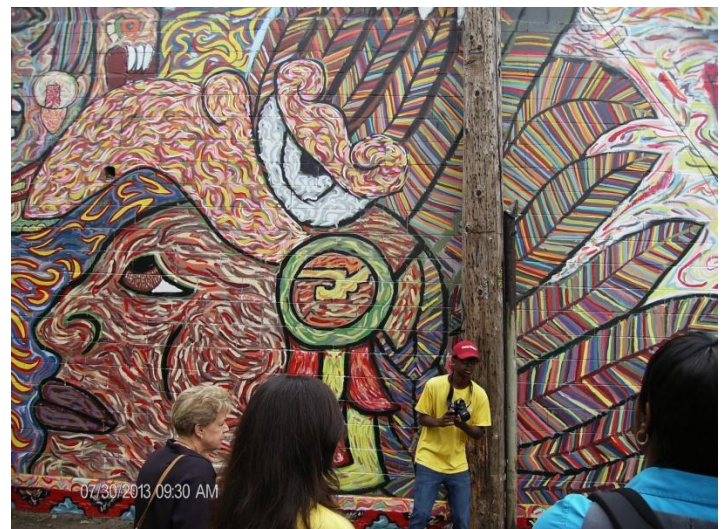
STEP-UP Worksite Tour

The annual STEP-UP Worksite Tour, held July 30, offered Workforce Council and Youth Council members, funders and elected officials the opportunity to take a tour of three STEP-UP worksites to observe and meet STEP-UP interns and see, first-hand, the types of jobs they are engaged in, the valuable skills they are learning, and the impact STEP-UP is making on their future. Guests also heard from STEP-UP employers about their experience working with youth interns over the summer and why they feel it's important to invest in the program.

Wells Fargo leaders spoke about their long partnership with STEP-UP. The interns talked about their work and what they are gaining from the experience.

Reve Academy staff discussed their north Minneapolis out-of-school program that creates pathways to digital careers. The intern retail team presented on the branding materials they have been working on.

Mentoring Peace Through Art crews discussed how they paint murals to curb gang graffiti and beautify neighborhoods. Program founders and interns shared what they have been working on and gave a tour of their work.



Mentoring Peace Through Art Mural Worksite

Craig Vana and Sharon Bredeson Receive Awards

Retiring Minneapolis Workforce Council members, Craig Vana and Sharon Bredeson received awards for their long term service on the Workforce Council during the STEP-UP Worksite Tour breakfast.



METP Director Deb Bahr-Helgen, Workforce Council Chair Carolyn Roby and Craig Vana



Carolyn Roby, Sharon Bredeson and Deb Bahr-Helgen

Coming Soon!

Coming this fall, METP, in partnership with The WorkPlace, will launch Platform to Employment, aimed at the long-term unemployed. Platform to Employment was featured on *60 Minutes* in February 2012 which generated calls from unemployed metro area residents. These calls, as well as the robust workforce system in Minneapolis, prompted the WorkPlace to bring the model here. The Platform to Employment program will serve 24 people; four veterans under 30 years of age and 20 long-term unemployed individuals over 50 who have exhausted all other resources. For more information, go to www.platformtoemployment.com

More than 1,000 Attend Vets Career Fair

On July 16, more than 1,000 former and current members of the U.S. military connected with employers at the Minnesota Veterans Career Fair.

Approximately 130 businesses with current job openings in diverse fields were represented. Exhibitors included private companies, nonprofit organizations, educational institutions, service providers, and government agencies.

Veterans took advantage of resume critiques from DEED veterans employment representatives and other career experts, one-on-one conferences with human resources representatives and the use of computers and printers for producing hard-copy resumes.

Upcoming Events

2013 Northwest Hennepin Job Fair

August 14

10 a.m. - 3 p.m.

Marriott Minneapolis Northwest
7025 Northland Drive North
Brooklyn Park, MN

STEP-UP Celebration

August 15

2:30 - 4:00 p.m.

Guthrie Theater
(818 South 2nd Street, Minneapolis)

Please join us to celebrate 10 years of STEP-UP and honor this year's interns and employers.

There will be an award ceremony and musical entertainment. RSVP for this event at <http://10yrstep-up.eventbrite.com/>

*For more information on these events
or any METP services, please contact:
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www.ci.minneapolis.mn.us/cped/metp/index.htm